



DEPARTMENT OF THE AIR FORCE
56TH FIGHTER WING (AETC)
LUKE AIR FORCE BASE, ARIZONA 85309-1629

9 July 2010

MEMORANDUM FOR 56 FW PUBLIC AFFAIRS VISUAL INFORMATION CUSTOMERS

FROM: 56 FW/PA

SUBJECT: Policy Memorandum for Visual Information Products and Services

References: (a) PA CONOPS; Re-engineering Public Affairs for Strategic Communication, 16 Oct 06
(b) CSAF Memo: Multimedia/Public Affairs Realignment, 12 Jun 06
(c) SAF/XC and SAF/PA Memo: AF Public Affairs (PA) and AF Multimedia (M2) Merger MAJCOM Guidance, 10 Jan 07
(d) SAF/XC and SAF/PA Memo: Air Force Public Affairs (PA) and AF Multimedia (M2) Merger Guidance #2, 24 May 07

1. 56th Fighter Wing Public Affairs merged with the Base Multimedia/Visual Info (VI) Office (formerly under 56 CS) on 1 July 2007. The complementary effect of these two functions increased our ability to support Luke, AETC and Air Force Strategic Communications goals and objectives as the Air Force focuses efforts on telling the Air Force story.
2. This merger resulted in a substantial decrease in authorized VI manpower positions and therefore certain services previously available to base-wide customers were removed. In addition, photo, graphics and video support to certain functions is now self-help, scaled back or completely eliminated.
3. Please refer to the attachment for a list of products and services that will continue to be available to Luke organizations. These products and services are provided for official purposes only as outlined in AFI 35-109, *Visual Information*. Unofficial functions (i.e. events that are social in nature, private organizations or fundraisers) not directly related to military missions or activities will not be supported. In addition to the products and services listed in the attachment, personnel can request VI support to cover significant, newsworthy events in their units.
4. The following priority system will be used when determining availability of services provided:

Priority I: Emergency incidents requiring immediate response
Priority II: Mission-essential or urgent conditions
Priority III: Normal day-to-day mission requirements
Priority IV: Necessary, routine requirements
5. Requestors must understand that the primary role of Public Affairs/VI services is to support Strategic Communication objectives for Luke, AETC and the Air Force. Supporting those objectives will take priority over the products and services – with the exception of emergency

services – outlines in the attached list. Commanders may request an exception to policy with justification to the Chief of Public Affairs.

6. All requestors must submit a work order, AF 833, to request VI services.

7. Refer any questions regarding this memorandum to the VI Manager at 856-7030.



GERARDO D. GONZALEZ, Capt, USAF
Chief, Public Affairs

Attachment:

Visual Information Products and Services Guide

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1st Ind, 56 FW/DS

MEMORANDUM FOR 56 FW/PA

Concur / Non-concur



ROBERT D. WHITEHOUSE, Lt Col, USAFR
Director of Staff

Visual Information (VI) Products and Services Guide

Photo

A. Products

1. Images
 - a. Caption/accession images IAW AFI 35-109, *Visual Information*
 - b. Standard turn-around time 1-3 days

B. Services

1. Commander's Calls
 - a. Wing level only*
* Unless WG/CC is presiding over or presenting award at Group/Squadron-level event, then photo will be taken of the presentation
2. Decoration Presentations
 - a. Certain award presentations such as Bronze Star, Combat Action Medal and Air Medal
 - b. Images provided to customer via Public Server
3. Awards/Command Board Portraits
 - a. Squadron or higher awards
 - b. Quarterly and Annual Award winners
4. Special Duty Packages
 - a. Images provided to customer in format indicated in instructions
5. Biography Portraits
 - a. Squadron commanders and above, chiefs, first sergeants, and ALS instructors only
 - b. Images provided to customer via print, e-mail
6. Changes of Command
 - a. Squadron and higher
 - b. Images provided to customer(s) via CD media + one (8x10) print collage
7. Dining-In/Outs
 - a. Wing-level only
 - b. Images provided to customer via Public Server and CD media
8. Quarterly/Annual Awards Banquets
 - a. Group Level and above
 - b. Images provided to customer via Public Server and CD media
9. CCAF/ALS Graduations
 - a. Images provided to customer via CD media
10. B-Course Graduations
 - a. Group/individual photos will be taken for use in base newspaper
 - b. Location is limited to on-base photo shoots only
 - c. Images provided to customer only by Public Server

11. Promotion Ceremonies
 - a. Wing level monthly promotion ceremonies only (WG/CC presides over event)
 - b. All E-9 or O-6 and above individual ceremonies will be covered if requested
 - c. Images provided to customer via Public Server and CD media
12. Memorial Services
 - a. Limited to active duty, guardsmen, and reservists assigned to Luke as well as Luke-employed civilians upon request and per approval by family members
 - b. Portraits will be provided for memorial service if requested
 - c. Images provided to customer(s) via CD media
13. Distinguished Visitors
 - a. Images provided to customer(s) via CD media
 - b. Upon request from Protocol or Chief of PA
14. Retirements – Official ceremonies only
 - a. Images provided to customer via CD media + one (8x10) collage
15. Fini Flights (only E-9, O-6 and above)
 - a. Images provided to customer via CD media
16. Group Photos
 - a. One group photo per squadron commander tour
 - b. Images provided to customer via CD media + one official (8x10) print
17. Official Studios times
 - Studio - By appointment only
 - Times:
 - 0900-1040 and 1300-1600 Monday only (Head/Shoulders Only)
 - 0800-1040 Tuesday (Head/Shoulders Only)
 - 1300-1600 Tuesday (Full Length Only)
18. Alerts/Investigative Support
 - a. Directed by SFS, OSI, fire department, safety, command post or WG/CC
 - b. Process immediately upon completion of shoot
 - c. Images provided to customer via CD media
19. Self Help
 - a. Official use cameras available for checkout
 - b. Official images taken on camera can be downloaded and provided to customer via CD media
20. Historical Events
 - a. Events that have been deemed historical by the WG/CC, WG/CV, Base Historian, or Chief of PA

Broadcast/Video Products

A. Products

1. Video

- a. Caption/accession images IAW AFI 35-109, *Visual Information*
- b. Standard turn-around time based on project requested

B. Services

1. Wing Commanders Call

- a. Shot upon request of commander

2. Dining-In/Outs

- a. Wing Dining-In/Out
- b. Video provided to customer via DVD media
- c. Customer must provide own media for amount of copies requested (20 max)

3. Wing Annual Awards/Air Force Ball/Maintenance Professional Banquet

- a. Airman's Creed video product provided to show at event
- b. Provide live feed of ceremony if manning and technical requirements available
- c. Video provided to customer via DVD media
- d. Customer must provide own media for amount of copies requested (20 max)

4. Fini Flights (only E-9, O-6 and above)

- a. Video provided to customer via DVD media
- b. Customer must provide own media for amount of copies requested (20 max)

5. Duplication Services

- a. Capable of duplicating CD/DVD/DV/DVCAM/HDV/VHS media
- b. Customer must provide own media for amount of copies requested (20 max)

6. Local Educational/Training Productions

- a. Approved by VI Manager
- b. Script provided and approved by OPR

7. Changes of Command

- a. Wing change of command
- b. Video provided to customer via DVD media
- c. Customer must provide own media for amount of copies requested (20 max)

8. Memorial Services

- a. Limited to active duty, guardsmen, and reservists assigned to Luke as well as Luke-employed civilians upon request and per approval by family members
- b. Video provided to customer via DVD media (20 max)

9. Retirements – Official ceremonies (only E-9, O-6 and above)

- a. Official use video cameras on hand for checkout when broadcaster is not available due to mission priorities
- b. Video provided to customer via DVD media
- c. Customer must provide own media for amount of copies requested (20 max)

10. Alerts/Investigative Support
 - a. Directed by SFS, OSI, fire department, safety, command post or WG/CC
 - b. Process immediately upon completion of shoot
 - c. Video provided to customer via CD/DVD media (20 max)
11. Self Help -- For services not listed, official use video cameras available for checkout
 - a. Official video can be downloaded and provided to customer via CD/DVD media
 - b. Customer must provide own media for amount of copies requested (20 max)
12. Historical Events
 - a. Events that have been deemed historical by the WG/CC, WG/CV, Base Historian, or PAO.

Graphics/Presentations

A. Products

1. Images
 - a. Accession artwork IAW AFI 35-109, Visual Information.
 - b. Standard turn-around time 3-5 days

B. Services

1. Commander's Calls
 - a. Presentations Setup (2x large screens and 2x projectors), Wing-level only
2. Changes of Command
 - a. Squadron level or higher
 - b. Print programs (200 max) only if designed by VI personnel
3. Dining-In/Outs
 - a. Group-level or higher
 - b. Print programs (120 max) only if designed by VI personnel
4. Quarterly/Annual Awards/Maintenance Pro/Medical Banquets
 - a. Group-level or higher
 - b. Presentation slide of nominee and winners
 - c. Print Annual Awards programs (200 max) only if designed by VI personnel
5. CCAF Graduation
 - a. Print Annual Awards program (200 max) only if designed by VI personnel
6. B-Course Graduations
 - a. Print programs (120 max) only if designed by VI personnel
7. Memorial Services
 - a. Limited to active duty members and Luke-employed civilians upon request and per approval by family members
 - b. Printed portraits will be provided for memorial service if requested
8. Retirements -- Official ceremonies only Group/Wing level only

- a. Print programs (250 max) only if designed by VI personnel
- 9. NCO/Chief Recognition Ceremony
 - a. Print programs (275 max) and up to 10 (18" X 24") posters
- 10. Senior NCO/Chief Recognition/POW/MIA Ceremony
 - a. Print programs (200 max) and up to 10 (18" X 24") posters
- 11. Heritage Month
 - a. Print programs (200 max) and up to 5 (18" X 24") posters
- 12. Women's History/National Prayer
 - a. Print programs (200 max)
- 13. Senior NCO/Chief Recognition Ceremony
 - a. Print programs (275 max) and up to 10 (18" X 24") posters
- 14. General Posters/certificates/table-tents/logos/checks
 - a. Contact VI Manager for assistance to include off-base printing

Those in need of programs that exceed the max will be responsible for providing supplies to complete the work order.

C. Self Help/Sign out presentations equipment

- 1. Official use only for presentation screens and projectors for checkout
 - a. Large screens (20' X 14') for wing events of more than 400 people in attendance
 - b. Self-help projectors and screens are limited and subject to availability
 - c. Contact VI Manager for guidance on renting or purchasing services

D. Customer Service

1. Although we are customer-service oriented, there are limits to the products and services we can provide due to AFI 35-109, public law and local policy.

2. Souvenirs, mementos, scrapbooks, office pictures and other items for personal use are unauthorized. Official chain of command portraits below Squadron Commander are not authorized.

3. Copyrighted materials cannot be reproduced without permission of the copyright holder, unless cleared in writing as "fair use" by the legal office.

4. Drafting, architectural drawings, maps, or permanent outdoor signs are the responsibility of 56 CES.

5. Use of VI for MWR programs and other activities that involve revenue generating activities is not authorized.

